



2014 CVM Key Messages

Audience:

Children's Vision Month is centered on preschool and school-age children, between ages three to 12, and their parents.

Theme:

Take your child for a yearly eye exam and help them reach their full potential

Messages:

- 1) Eighty per cent of a child's learning is based on vision. Vision problems affect learning and development and prevent children from reaching their full potential.
- 2) One in four school-age children has a vision problem, and the majority of problems have no easy-to-detect symptoms. This makes it impossible for parents to know if their child is the one.
 - Many children accept their vision as normal because they don't know any different.
 - A survey reports that 61 per cent of Canadian parents mistakenly believe they would know if their child was having difficulty with their eyesight.
 - Fewer than 14 per cent of children in Canada under age six have had eye examinations.
- 3) Vision conditions can manifest in school, socially and in play. By ensuring your child has healthy visual skills, you enable them to play, learn, socialize and fully experience everything that life has to offer.
 - One in six school-age children diagnosed with a learning disability actually has a correctable vision problem.
- 4) An eye exam by a Doctor of Optometry will help to ensure your child's optimal vision and development.
 - A comprehensive eye exam provides the full assurance of vision and eye health that a simple eye-chart test or a school vision screening cannot.
 - Doctors of Optometry recommend
 - i. Infants have their first eye examination between six and nine months of age.
 - ii. Toddlers and preschoolers should have at least one eye exam between the ages of two and five.
 - iii. School-age children should have an eye exam yearly.